

5. Geographic Distribution

5.A. Geographic Priorities

DHCD's overall objective is to better coordinate the targeting and timing of assistance within and among housing and community development agencies to maximize the leveraging impact of available funding. DHCD's CDBG and HOME programmatic funds will be strategically and geographically targeted to housing and community development assistance which reflect the District's targeted investment strategy, achieve long-term rehabilitation, and attract private investment interest wherever feasible.

For programs that provide housing assistance to lower income persons in existing standard housing which they choose themselves (e.g. Section 8 existing housing, HPAP single family home purchase program), it is not possible to dictate or steer where they may choose to live. However, for housing assistance involving new or rehabilitated housing, there are choices among competing proposals. Although all persons should be able to choose to live in housing located in any part of the city, the city's targeting of assistance is appropriate to maximize investment potential and to show visible results.

For FY 2003, the Department will target its funding to align with the Administration's development priorities, consistent with the Mayor's City-Wide Strategic Plan (see section 7.C). The Administration has identified 13 areas for targeted investment:

1. Anacostia	8. Ivy City / Trinidad
2. Bellevue	9. Minnesota / Benning
3. Columbia Heights	10. Near Southeast
4. Congress Heights	11. Pennsylvania Avenue / Fairlawn
5. Georgia Avenue, N.W.	12. Shaw
6. H Street, N.E.	13. Takoma
7. Howard University / LeDroit Park	

These areas meet the characteristics of the priority areas outlined in the District's FY 2001-2005 Consolidated Strategic Plan, which targeted investment to:

- Capital Communities, where crime, vacant housing and the absence of retail, educational and social enrichment opportunities require long-term sustained investment;
- Emerging Growth Communities, where development momentum has been established, but where further periodic investment is needed;
- Neighborhoods abutting government centers, Metro stations and Convention Center;
- Neighborhoods in which there is a dense concentration of tax-delinquent, vacant, abandoned and underutilized housing and commercial facilities; and
- Gateways to the city – their first impression sets the tone for visitors' interaction with the city.

5.B. Neighborhood Revitalization Strategy Areas

5.B.1. Georgia Avenue NRSA

In 1999, DHCD submitted an application for designation of the Georgia Avenue Corridor as a Neighborhood Revitalization Strategy Area (NRSA) to the U.S. Department of Housing and Urban Development, in conjunction with the District of Columbia Fiscal Year 2000 Consolidated Plan.

The city proposed to address economic development focused along the almost 5-mile corridor by approaching it as a single linear neighborhood. The Georgia Avenue Corridor has a distinct identity because it is one of the major north-to-south transportation routes connecting Maryland to downtown D.C. The targeted area includes the 39 census blocks that abut Georgia Avenue from Florida Avenue, N.W. to Eastern Avenue, N.W. Portions of the lower end of the strategy area already qualified as an NRSA because of their federal designations as Enterprise Communities.

The NRSA development strategies include job creation, housing development, employment and entrepreneurial training and infrastructure development. A combination of projects and program activities has been identified in the NRSA supporting these four categories to serve as the core tools for revitalizing the Corridor.

The performance measures for employment are to create 50 new jobs each year, open 1 new job training center by FY 2003, create 5 new businesses each year, and attract 1 major employer each year. For housing, they are to increase homeownership by 1% and to rehabilitate 20 single family houses and 20 multifamily properties by 2005. The measures also include renovation of 2 community parks, installation of 50 historical markers, and improvements to the Gateway at Silver Spring.

a. *Job Training And Entrepreneurial Training*

Two community development corporations (CDCs) were funded for providing services in the Georgia Avenue NRSA during Fiscal Year (FY) 2000 for job and entrepreneurial training. Funding was provided through the Neighborhood Development Assistance Program (NDAP) to the long established Peoples Involvement Corporation (PIC) whose service area includes the Georgia Avenue Corridor. The Gateway Georgia Avenue Revitalization Corporation (GGARC) was funded as an emerging CDC with a special focus on the upper end of Georgia Avenue at the gateway into the city. Both CDCs were funded for implementing neighborhood development activities in fiscal year 2002 but were not selected in the FY 2003 NDAP competition.

The Development Corporation of Columbia Heights also received a grant for job training, specifically, \$250,000 to support a Youth Build Program that trained 31 youths in FY 1999 and an additional 12 youths in FY 2000. The program provided classroom instruction for Graduate Equivalent Diplomas (GED), on-site construction training, leadership development and opportunities for community service.

Working in conjunction with both CDCs, the District of Columbia Chamber of Commerce opened the Georgia Avenue Business Access Center (now called the Georgia Avenue Business Resource Center) at 7408 Georgia Avenue in August 2000. The Center received \$95,000 in Community Development Block Grant (CDBG) funds through PIC to cover operational and business services expenses. More than 100 businesses have registered with the Center for services since it opened. Among its many services, the Center provides access to the Small Business Administration programs, business mentoring, and technical assistance from area universities and their School of Business students. George Washington University's graduate students are working with the Center to have groups develop marketing proposals targeted to the Georgia Avenue corridor. The Center expects the registration of businesses to exceed 200 by the end of the fiscal year 2002 and currently is seeking an additional \$400,000 in CDBG funds to facilitate continued technical assistance provision to small, disadvantaged businesses.

b. *Housing Development*

During the first quarter of 2002, DHCD received 21 applications from the surrounding Wards 1 and 4 for its Single-Family Residential Rehabilitation Program. Construction was completed on the 17 unit Rittenhouse Condominium in upper Georgia Avenue. The program staff regularly researches the tax status of blighting properties to determine eligibility for the Homestead Program. DHCD has distributed \$56,305 in HPAP funds to the area in the first quarter of FY 2002, and disbursed \$565,607 in FY 2001. DHCD also operates the Apartment Improvement Program in the area. DHCD has disbursed \$95,660 to date.

The District of Columbia Housing Finance Agency has funded the acquisition and rehabilitation of Aspen Courts, the 105 rental units located at 6650-76 Georgia Avenue, N.W. Construction should be completed by early fiscal year 2003. DHCD has approved funding for the rehabilitation of a 13 unit building at 4506 Georgia Avenue to assist low income clients with special needs. Construction should be underway in 2003.

c. *Employment*

In FY 2002, the D.C. Department of Employment Services (DOES) provided employment services at Upshur Street Employment Center located in the NRSA off Georgia Avenue. The office was closed late in the summer due to a fire, however.

In response to a Notice of Funding Availability (NOFA), the New Solid Rock Community Outreach Program applied for a \$45,000 public service grant to provide employment training and other community services from its NRSA location at 8th and Upshur Streets, N.W.

Thirteen new businesses have been established along the corridor since it received the NRSA designation. Similar successes have been reported in the Gateway area. However, no major employer has moved to the NRSA to date.

d. *Infrastructure Improvements*

- *Commercial Facades:* DHCD originally planned to assist in the improvement of 40 commercial facades within the NRSA. As the momentum grew for the revitalization of Georgia Avenue, the number of properties to be improved has been increased. In FY 2002 and carrying over into FY 2003, DHCD has provided over \$1.2 million to two CDCs, the Peoples Investment Corporation and the Gateway Georgia Avenue Revitalization Corporation, to improve 111 facades on the 2800, 3400-3600, 6200, 7300 and 7700 blocks of Georgia Avenue.
- *Streetscape Improvements:* Three commercial areas located in the lower, middle and gateway areas of Georgia Avenue were targeted for public space infrastructure improvements totaling \$1.4 million in public funds. Improvements to the locations include the addition of new globe light fixtures, banner bars, street trees, and sidewalk replacement. Installations in the gateway area are substantially complete, and construction bids have been received for the lower locations. The Department of Public Works plans to make the remaining streetscape improvements between mid fiscal year 2002 and mid fiscal year 2003.

5.B.2. Carver Terrace/Langston Terrace/Ivy City/Trinidad NRSA

DHCD applied to HUD for the designation of the Carver/Langston Terrace/Ivy City/Trinidad (CLTICT) communities as a Neighborhood Revitalization Strategy Area (NRSA) in August 2000. The application was approved in October 2000. The CLTICT NRSA includes five census tracts defined by New York Avenue, Florida Avenue and Bladensburg Road, and includes Galludet University and the Farmer's Market, as well as major residential and light industrial developments.

The NRSA development strategy includes job creation, housing development, employment and entrepreneurial training, and infrastructure development. A comprehensive set of projects and programs has been developed around these four areas to serve as the core tools for revitalizing the neighborhood.

The performance measures for job creation are to create 25 new jobs each year and start 3 new businesses each year. Jobs created will help break the cycle of poverty, teach new skills and give residents the ability to buy and maintain their homes.

The performance measures for housing and community facilities development over the NRSA period are creation of affordable/mixed-income housing units for 600 families over five years; construction of one 80 slot day care center; construction of one birthing and well-care center for low income residents; and development of three computer learning centers.

To date, DHCD has initiated a public-private partnership agreement with HomeFree USA and Chevy Chase Bank to rehabilitate single family and multi-family units in the Trinidad-Ivy City neighborhood. The goals of the HomeFree USA/Chevy Chase Bank agreement are to rehabilitate 150 single-family homes, acquire/rehabilitate 25 vacant properties and rehabilitate 3-5 multifamily buildings of six units or less each. This HomeFree project will serve as a prototype for future neighborhood focused single and multi-family housing rehabilitation projects. HomeFree is currently proceeding with the rehabilitation of 30 single-family houses and 3 vacant multi-unit buildings.

The construction of the DC Developing Families Center (birthing center) was completed in 2000 and the Center is now operating. The Center created 41 new permanent jobs. The Carver Terrace Health and Child Development Center is nearly completed (as of March 2002) and will create 14 permanent jobs from the operation of an 80-slot day care center and a health center serving 500 neighborhood residents.

Employment and entrepreneurial training performance measures include training 50 youth entrepreneurs and 100 community residents in housing construction and lead/asbestos abatement trades. These or similar measures will be achieved through DHCD negotiations and discussions with community development corporations and community stakeholder organizations to establish a mechanism that will achieve the employment and entrepreneurial performance measures. The Carver Terrace Community Development Corporation is working with the D.C. Department of Employment Services to establish a job training program; DHCD has supported the application.

Infrastructure improvements performance measures include renovating two community parks in the next three years; planting a 1,000 street trees to replace missing or dead existing trees; renovating roadways at New York Avenue, Montana Avenue and other streets in the NRSA Area. The major infrastructure improvement that will have the most direct positive impact on improving transportation and pedestrian access to the NRSA Area is the construction of the new New York Avenue Metro Station that has just begun at the western edge of the Area.

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